

2009 Small Business “SUCCESS” Symposium

**Congressman Glenn Nye
2nd Congressional District
September 2, 2009**

**Virginia Beach Higher Education Center
1881 Concert Drive
Virginia Beach, VA**



**Sponsored by: Congressman Glenn Nye
In cooperation with the U.S. Small Business Administration**

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Loan Guaranty Programs

Minority Business Development – 8(a) Program

Surety Bonding

Small Business Investment Company Program

Micro-Loan Program

Small Business Training Network

Federal Procurement Opportunities

Small Business Innovation Research Program

Small Business Technology Transfer Program

Counseling and Training

Disaster Assistance

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Congressman Glenn Nye represents Virginia's 2nd District, which includes the communities of Hampton Roads and the Eastern Shore. A fifth-generation resident of the district, Nye is a former Foreign Service officer who spent more than ten years overseas, volunteering to serve in conflict zones around the world including Kosovo, Iraq, and Afghanistan.

Assigned to the reconstruction effort in Kosovo in 2001, Nye received the State Department's Superior Honor Award for organizing the rescue of 26 American citizens who were being held behind insurgent lines, and for negotiating the release of an American hostage.

Nye was next assigned to the US Embassy in Singapore, where he helped to negotiate intellectual property agreements that protected American businesses and entrepreneurs.

Less than a year later, in 2002, Nye signed up to go to Afghanistan with the US Agency for International Development (USAID). He spent more than a year as part of the State Department's team responsible for managing the Afghan Constitutional Convention and assisting with the Presidential election. After returning home, Nye continued his work supporting democracy in the Middle East, working to organize absentee balloting for Iraqis living in the United States, and later, managing a USAID community development program in the West Bank and Gaza.

In 2007, Nye again volunteered to return to a war zone, this time in Iraq. He spent nearly a year working as an advisor for a USAID program tasked with combating the insurgency by creating jobs and stabilizing neighborhoods. In the end, the effort was able to create employment for over 70,000 Iraqis.

Glenn Nye was sworn in as the new Representative from Virginia's 2nd District on January 6th, 2009. He sits on the House Armed Services Committee and the House Veterans Affairs Committee in addition to serving as the Chairman of the House Small Business Subcommittee on Contracting and Technology.



Congressman Glenn Nye
“SUCCESS” 2009 Small Business Procurement Symposium

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- | | |
|---------------|---|
| 8:30 – 8:45 | <ul style="list-style-type: none">- Welcome- James A. Williams, SBA Lead Business Development Specialist- Congressman Glenn Nye |
| 8:45 – 9:15 | <p>Guest Speaker:
John T. H. Carpenter, Principal, Cherry, Bekaert & Holland, L.L.P.
“Some Thoughts on Achieving SUCCESS in the Federal Marketplace”</p> |
| 9:15 – 10:15 | <p><u>Small Business Stimulus Financing</u>
Moderator: James Carroll, Hampton Roads Small Business Development Center
- Scott Dailey, SBA – Pat Gomez, Tidewater Business Financing Corp. –
William Gill, Bank of the Commonwealth – Andrew Lock, Monarch Bank –
Bruce Asberry, The Center for Community Development</p> |
| 10:15 – 11:15 | <p><u>How to Market Your Business to Federal Agencies</u>
- Simoné Thomas, S.R. Thomas & Associates</p> |
| 11:15 – 12:15 | <p><u>GSA Schedules - The Flat Screwdriver of Federal Sales</u>
- Diego Arioti, Fedmarket.com</p> |
| 12:15 – 1:00 | <p>LUNCH ON YOUR OWN</p> |
| 1:00 – 2:00 | <p><u>Navigating the FAR, Part 19 Small Business Programs</u>
- Cindy Walter, Old Dominion University PTAC</p> |
| 2:00 – 3:00 | <p><u>Understanding Proposal Writing</u>
- Barbara Booker-Williams, Acquisition & Business Solutions</p> |

Guest Speaker – John T. H. Carpenter

“Some Thoughts on Achieving SUCCESS in the Federal Marketplace”



John T. H. Carpenter – Principal

John has over 28 years of experience serving the financial needs of government contractors and other commercial entities. As a Principal with CB&H’s Government Contractor Services Group, John provides customized business advisory services to help the Firm’s government contractor clients optimize cash flow and achieve revenue and profitability goals.

Based in CB&H’s Virginia Beach practice, John provides financial advisory and business consulting services tailored to meet the needs of clients at all stages of business development – from helping start-up ventures successfully position themselves to obtain private equity financing, to assisting established companies throughout the merger and acquisition process.

Prior to joining CB&H, John served for 10 years as a director with Wachovia Capital Finance. At Wachovia, John launched the bank’s Government Contract Finance Group to serve the lending needs of businesses that perform technical or manufacturing services for the federal government. He also previously served in the commercial and middle market lending divisions at Signet Bank for 14 years, managing the portfolios of government contractors.

John received his Master of Business Administration with a concentration in Finance from Loyola College and his Bachelor of Arts from Hampden-Sydney College. He also attended the Advanced Commercial Lending School at the Colgate-Darden School of Business Administration at the University of Virginia, and has served as an instructor for the American Institute of Banking (AIB).

John is a member of the Professional Services Council (PSC) and the Tidewater Association of Service Contractors (TASC). He is formerly a member of the AIB, where he served in a variety of leadership positions for the Tidewater Chapter.

Workshop Synopsis – **Small Business Stimulus Financing**

Moderator: James Carroll – *Hampton Roads Small Business Development Center*

In this workshop, learn the ins and outs of applying for U.S. Small Business Administration (SBA) loans and other sources of financing available to small business owners. Topics will include: choosing the loan that's best for you, preparing strong financial projections, maximizing your personal financial statement, understanding personal guarantees and personal credit. A strong application and knowledgeable approach will help you gain the financing you need to pursue your dream.



Scott Dailey – U.S. Small Business Administration

Scott, has been with SBA for over 30 years, starting in the financing division in Atlanta and Jacksonville before coming to Richmond in 1998 as the Assistant District Director. In this position, he supervised the financing, servicing and liquidation activities for the Richmond District until reorganization centralized some of those functions. Scott now directs the lender relations division, coordinating delivery of SBA finance programs through participating lenders. Scott has degrees in Marketing and in Accounting from University of North Florida and Florida Atlantic University.



Patrick Gomez – Tidewater Business Financing Corp

A native of Norfolk, Pat received his undergraduate degree from Old Dominion College and his graduate degree from North Carolina State University.

Pat is Vice President and co-founder of Tidewater Business Financing Corporation, a non-profit formed in 1983 to help small businesses obtain affordable financing.

Tidewater Business Financing Corporation was named the Top Certified Development Company in Virginia in 2008 by the U.S. Small Business Administration.

In 2008 Pat assisted 46 growing small businesses secure approval for \$32,156,000 in permanent financing to purchase real estate or heavy equipment. Over the past 26 years the organization Pat helped found assisted over 350 small businesses in expanding operations

and increasing their payrolls.

Pat gives freely of his time in advising small business owners of the options available for financing business growth and development. He works closely with the Small Business Development Center and regularly refers existing or prospective business owners to SBDC for guidance and counseling.



Bruce AsBerry – Center for Community Development, Inc.

Bruce is President of the Center for Community Development, Inc. and is responsible for the direction and implementation of the business affairs of the Center for Community Development, Inc. Bruce also served as the Chief Operating Officer for CDI from 1996-2007 with substantially the same duties and responsibilities.

Prior to that position, from 1994-1996, Mr. AsBerry served as Deputy Director, CCDI. In that capacity he was responsible for CCDI's Housing Rehabilitation and Neighborhood Revitalization Projects, as well as the organization's Economic Development Program; which includes a U.S. Small Business Administration (SBA) and a state of Virginia sponsored Cottage Industry Microenterprise loan program.

CCDI's Cottage Industry/Microenterprise loan program was recognized as the SBA Top Microlender for Virginia in 2001 and Bruce received the SBAF Small Business Minority Champion Award for Virginia in 2005. In addition, under Bruce's leadership, in 2007, CCDI was the first non-profit recipient of a United States Department of Agriculture (USDA) Intermediary Lending Program in Virginia, for a period greater than seven years.

Mr. AsBerry joined CCDI in June 1994, bringing over 20 years of combined Human Service and Human Resources management and consultant experience. While working full time, in charge of Affirmative Action for Gilbert/Commonwealth Engineers and Consultants, Reading, Berks County, PA, Bruce held various community volunteer agency management positions from 1977 until 1992.



William Gill – Bank of the Commonwealth

Bill has been an active SBA lender for the past thirteen years and has 40 years experience in banking. He received his undergraduate degree from Randolph Macon College, and his MBA from Florida State University. He also holds a degree in Banking from the Stonier Graduate School of Banking.

He currently serves as an Executive Vice President of Bank of the Commonwealth, a local community bank headquartered in Norfolk, with offices in South Hampton Roads and northeast North Carolina. Bank of the Commonwealth was the Top Intermediate size SBA lender in Virginia in 2008.

Bill also serves on the Board of the Small Business Awards Foundation, a non-profit organization that assists the Richmond District Office of the SBA with its annual luncheon honoring the small business award winners.



Andrew Lock – Monarch Bank

Andy is Executive Vice President and Chief Credit Officer with Monarch Bank, a \$600 million community bank headquartered in Chesapeake Virginia. Mr. Lock has over 20 years of banking experience. Previously he has worked for Wachovia and Central Fidelity Banks in lending and risk management. Andrew Holds an M.S. in Business Management from Trinity University in San Antonio, Texas and a MBA in Finance from Virginia Tech.

Workshop Synopsis - How To Market Your Business To Federal Agencies

Ms. Simoné Thomas will discuss capacity building and marketing techniques that will maximize small business contracting opportunities with the Federal Government.

Ms. Simoné Thomas is currently part of The White House Press Corps as a White House Correspondent. Ms. Thomas is a seasoned Entrepreneur with years of Expertise in Business Development, Training, Marketing, Management, Business Law, and an Adjunct Professor specializing in the fields of Government, Law, Politics, and Business.



Ms. Thomas is the owner of S.R. THOMAS & Associates, a Consulting Firm that commenced as Training Consultants specializing in the U.S. Housing & Urban Development Tenant Opportunities Programs with special emphasis in Organizational Development; Grant Administration; Contract Administration; Financial Management; Capacity Building; Capital Campaign Programs; Non-Profit Fundraising; Neighborhood Revitalization Programs; Empowerment and Enterprise Zones; and Small Business Development. Further, S.R. THOMAS & Associates Contract Portfolio is inclusive of Strategic Marketing of Federal Programs; Employment Consultants; Political Consultants; & Marketing and Media Consultants.

Ms. Thomas served as a Municipal Planning Commissioner for The City of Portsmouth, VA. She is also listed in the International Who's Who of Entrepreneurs 2000; 17th Annual Martin Luther King, Jr. Devoted Service Award 2001; Senate of Virginia, Joint Senate Resolution No. 324 Commendation.

Ms. Thomas holds a B.A. Degree in Political Science Pre-Law and Economics from Howard University in Washington, D.C.; studied LAW at The University of Akron School of Law, Akron, Ohio; completed extensive Graduate Studies in Education, Norfolk State University, Norfolk, VA.

Workshop Synopsis – GSA Schedules - The Flat Screwdriver of Federal Sales

This session is aimed at anyone wanting to better understand why GSA Schedules have become one of the preferred procurement vehicles used by government buyers. We'll explore what a GSA Schedule is, why government buyers like it so much and what the downsides of having one may be. We also draw back the curtain on what is truly necessary to 'get a GSA number' and why many consider this procurement vehicle the flat screwdriver of federal sales.



Diego Arioti is the Chief Executive Officer of Fedmarket.com. He is responsible for the execution of Fedmarket.com strategic initiatives and leads the Fedmarket.com sales team.

His tenure at Fedmarket.com has been characterized by an unrelenting focus on solving customers problems. Fedmarket.com is a leader in creating innovative, competitively priced solutions that enable customers who have decided to enter the federal government marketplace to do so quickly and with deliberate focus. Mr. Arioti and his team allow companies to go after federal business with eyes wide open, without wasting time while putting in place those tools such as a GSA Schedule that make companies valued vendors to the federal government.

Prior to his tenure at Fedmarket.com, Mr. Arioti held various management positions with a diverse group of Government contractors. He has built proposal operations from the ground up and has been responsible for the management of complex proposal efforts covering the full

spectrum of response and contract types. He has designed processes and controls for the finance and accounting functions as well as implemented a full scope of management information systems to support finance and human resources. He also held responsibility for a wide variety of customer projects in numerous industries, managing operations, directing project managers, and leading engagements.

In his career with government marketplace companies, Mr. Arioti has systematically increased revenue, driven operational efficiencies, and created winning cultures.

Mr. Arioti holds a BA from the University of Pennsylvania.

Workshop Synopsis – Navigating the FAR, Part 19 Small Business Programs

In this session we will cover the requirements set forth by the Small Business Act to allow for the maximum practical opportunity for Small Businesses to participate in federal awards through prime or subcontracting vehicles, as executed by the Small Business Administration. We will cover the socioeconomic programs for small businesses that may be eligible to participate in those set-asides. We will discuss the intent and spirit of encouraging small business participation in acquisitions with the federal government and those procurement goals set forth. We will review the eligibility criteria for the HUBZone program, Service-Disabled Veteran-Owned Small Business procurement program, and the contracting process for Small Disadvantaged Business and 8(a) program participants. The session will also cover the requirements (opportunities afforded) through the Small Business Subcontracting program.



Cindy Walters is currently the Director of the Hampton Roads Procurement Assistance Center, a federally funded PTAC program within the Virginia Applied Technology & Professional Development Center (VATPDC). VATPDC is an enterprise center of the Batten College of Engineering & Technology at Old Dominion University. Ms. Walters assists business owners in understanding and developing strategies for doing business with the federal, state, and local governments. She recently spent 8 years with Swales Aerospace Corporation at NASA Langley Research Center as the Business Operations Director for NASA LaRC's 240 million dollar Systems Analysis and Mission Support Contract, managing a staff of business professionals in contract administration, audit and compliance, sub-contract administration, finance, human resources, project management, and business development. Ms. Walters served as the business/cost proposal manager on subsequent successful proposals.

Ms. Walters has been recognized during her career by the U.S. Small Business Administration as the Veteran Small Business Advocate for the Commonwealth of Virginia, The Minority Business Advocate by the Chamber of Commerce, and by various organizations for assistance to and on behalf of small business owners in Hampton Roads. She has developed and provided numerous training courses in the areas of procurement and business development to businesses, organizations, and University affiliates.

Ms. Walters also served in the United States Navy as a Senior Air Traffic Controller/Facility Supervisor at NAS Norfolk, VA.

Workshop Synopsis – Understanding Proposal Writing

Participants can expect to learn fundamentals for proposal development, become familiar with applicable sections of the Federal Acquisition Regulation (FAR); understand basic definitions related to proposal writing; learn how to effectively prepare and enhance techniques for preparing proposals and how to close proposals with impact and style.



Barbara Booker-Williams is owner and CEO of Acquisition & Business Solutions, a consulting company which provides a full range of acquisition services in a “one stop shop” business solution method. Acquisition & Business Solutions (A&BS) provides an array of expert general business, technical, acquisition, financial and project management services. After a distinguished federal career, she joined the City of Virginia Beach’s team in August 2005 as its’ first Minority Business Coordinator and liaison to the City’s Minority Business Council (MBC).

Barbara began her career as a contract specialist intern with the US Department of Army, Redstone Arsenal, Huntsville, Alabama. She later transferred to the US Army Research and Development Command, St. Louis, Missouri and the Naval Supply Center. She managed the establishment of the Eastern Region Acquisition and Grants Office, and later became director of the entire Eastern Region Center which included an additional four administrative functions- finance, facilities and

logistics, human resources, and information technology.

Throughout Barbara’s career, she has always sought innovative ways to do the job better, faster and earned a reputation for providing quality service. She received a federal government Hammer Award for her participation in reinventing procurement at the US Department of Commerce, and received the Department of Commerce’s Gold Medal Award, Commerce highest honor. Under her leadership, her organization was honored with several bronze awards, NOAA’s highest honor. She served as a pioneer for the first Diversity Program established at NOAA, the first Deputy Director for Acquisition Management, Department of Commerce, and served as acting Deputy Director of Human Resources for Commerce.

As a senior executive, Barbara served as the Regional Director of Eastern Administrative Support Center (EASC) where she was responsible for providing services to over 2300 NOAA employees geographically dispersed throughout the eastern region. Barbara served as acting Deputy Director of Procurement and Grants at NOAA, where more than \$1.4 billion worth of goods and services were contracted annually. She retired as a federal Senior Executive Service (SES) member, which is the federal government corps of executives selected for their leadership skills.

For over twenty years, Barbara served as a contracting officer with unlimited contracting authority. During her career she also served on Commerce’s Acquisition pilot Concept of Operations (CONOPS) Program, responsible for implementing and institutionalizing re-engineered streamlined acquisitions policies and procedures.

Barbara holds a Master of Public Administration from Troy University, and is a graduate of the Chamber of Commerce Hampton Roads Leadership Program and Federal Executive Institute. She is a member of several professional organizations and is married with one adult son.

Doing Business with the Federal Government

A Twelve Step Program for Success

Dealing with the Federal Government can seem like a formidable task at times. However, with a little patience, persistence and perseverance on your part -- your efforts will be rewarded in the long run. To assist you, we developed a series of procedural steps essential for success. Good Luck!

1. Become familiar with the SBA/GC Internet Homepage.

The SBA offers a wide array of programs and “hands-on” assistance to small businesses considering the federal marketplace. Go to our website at <http://www.sba.gov/bussinessop/index.html> and familiarize yourself with the programs and services we offer. From this site you can identify local SBA contracting experts who can be an invaluable resource to you, whether you are new to government contracting or are currently doing business with the Government and are seeking advice on how to deal with a particular issue. From the “Resources and Opportunities” section on our website, you will find links to additional procurement-related programs and assistance. In addition, this site provides information about other SBA resources including Small Business Development Centers, Service Corps of Retired Executives (SCORE), and Women’s Business Development Centers. Log onto the SBA/GC website today and find out why we believe that it is truly the entrance ramp to the Government’s procurement Super-Highway.

2. Determine if your firm qualifies for one of SBA’s Certification Programs.

Formal certification by small business concerns is not required to bid on Federal contracts. Firms self-certify that they are small at the time of bid/proposal submission. The SBA currently has 3 contracts-related certification programs. Our 8(a) Business Development program assists eligible small businesses to compete through business development assistance. Although primarily a business development program, there are certain contracts restricted to certified 8(a) concerns. Certification in our Small Disadvantaged Business (SDB) and Historically Underutilized Business Zone (HUBZone) programs entitles qualified firms to special bidding benefits in the Federal-contracting arena.

The SBA offers an on-line application process that makes it easier, faster and less expensive for small firms to apply for 8(a) Business Development, Small Disadvantaged Business (SDB) and HUBZone certification directly from SBA’s website, eliminating the need to download and complete a “paper” application. The applications are 100% Web-based, which incorporates context sensitive help, real-time validation, printer-ready versions and integrates with the Central Contractor Registration (CCR) database.

To learn more about these programs and to determine if your firm qualifies for 8(a), SDB, or HUBZone certification go to the appropriate SBA website

(<http://www.sba.gov/8abd>)
(<http://www.sba.gov/sdb>)
(<http://www.sba.gov/hubzone>)

Although not a formal certification program, in May 2004, the SBA announced a new procurement program that will boost federal contract opportunities for service-disabled veteran-owned small business (SDVOSB) concerns. Under the new rule contracting officers may restrict contract awards to SDVOSBs where there is a reasonable expectation that two or more SDVOSB concerns will submit bids at a fair market price. If the anticipated contract price will not exceed \$3 million (or \$5 million for manufacturing contracts) the new rules allow for a sole-source award, if there is not a reasonable expectation of competitive bids/offers from 2 or more SDVOSB concerns. The rule allows SDVOSB concerns to self-certify. Any challenge to a concern's status as a small business or as a SVOSB must be referred to the SBA for resolution.

3. Obtain a DUNS Number, and register in the Central Contractor Registration (CCR) System.

If you do not already have a "DUNS Number," contact Dun & Bradstreet (D&B) at <http://www.dnb.com/> to obtain one. Your DUNS Number is an important "identifier", used for a multitude of purposes by the Government in the contracting arena.

The Government's Central Contractor Registration (CCR) database holds information relevant to procurement and financial transactions. CCR affords you the opportunity for fast electronic payment of your invoices. You must be registered in CCR to be awarded a Federal contract. To learn more about CCR log onto the website at <http://www.ccr.gov> On January 1, 2004, the SBA's Procurement and Marketing Access Network (PRO-Net) was integrated into CCR to provide a single portal to assist small businesses with marketing their goods and services to the Federal government. The CCR-PRO-Net linkage is part of a comprehensive strategy to transfer PRO-Net's functions to the E-Gov Business Partner Network (BPN) in order to simplify government-wide vendor registration. The BPN is part of the Integrated Acquisition Environment (IAE), one of the e-government initiatives to create integrated business processes for buyers and sellers in the federal marketplace. For more information about IAE, visit the website at <http://egov.gsa.gov>

Effective April 2005, CCR made changes to firm's Trading Partner Profile (TPP) to display a firm's small business size status according to each NAICs code listed (CCR will use 2002 NAICs codes), based on the firm's inputted revenue and/or employee size information. The SBA's small business size logic will populate fields indicating if a firm is certified as an 8(a) Business Development, small disadvantaged business (SDB) or historically underutilized business zone (HUBZone) program participant. Questions concerning your CCR registration should be directed to the CCR Assistance Center, by e-mail at: <http://www.ccr.gov/ContactCCR.aspx> or by phone at 1-888-227-2423.

The Government has implemented the Online Certifications and Representations Application (ORCA) initiative to replace the paper based representations and certifications (more commonly referred to as "reps and certs") process required with the submission of each sealed bid (IFB) or request for proposal (RFP). Now using ORCA, a prospective contractor can enter their reps and certs information over the web once and will then be able to submit them electronically from the web. This is a mandatory requirement and firms must review/update their data at least once annually or as circumstances change. The ORCA website can be found by going to <http://www.bpn.gov> and clicking on "Online Reps and Certs" on the left side of the screen.

The SBA manages the Business.gov website which has a search engine that can find forms, such as wage and tax statements by their identifying number, or by keywords, in a database of 5,400 documents. Federal forms used by companies are only a click away at <http://www.business.gov>.

4. Identify your product or service.

It is helpful to know the Federal Supply Classification Code (FSC) and North American Industry Classification System (NAICS) Code for your product or service. Many government product/service listings and future procurements are identified by FSC. To identify FSCs applicable to your company log onto <http://www.scrantonrtg.com/secrc/fsc-codes/fsc.html>. Detailed information regarding NAICs can be found on the SBA website by clicking onto: https://eweb1.sba.gov/naics/dsp_naicssearch2.cfm. **NOTE:** Small Business Size Standards for all Federal Government programs formerly associated with Standard Industrial Classification (SIC) codes were replaced by those that SBA has established for industries as described in the North American Industry Classification System (NAICS). SBA has established a new table of small business size standards based on NAICS (www.sba.gov/size/)

5. Identify current Federal procurement opportunities.

Federal Business Opportunities (FedBizOps) <http://www.fedbizopps.gov/> – the designated government-wide point of entry – is the exclusive official source for public access to notices of Federal contracting actions over \$25,000. (Agencies are encouraged to use FedBizOpps to provide notices for actions of \$25,000 or less). Notices of proposed procurements were formerly publicized in the Commerce Business Daily (CBD). However, with FedBizOpps designation as the one-stop Internet gateway to procurement opportunities, the CBD has ceased publication. Once you identify those Agencies and buying offices that purchase your products and services, it's a good idea to contact them directly to learn more about upcoming procurements (i.e., procurement forecasts) posted on websites or electronic bulletin boards.

The Department of Defense website has links for small business opportunities in Iraq. Go to <http://www.acq.osd.mil/osbp/news/iraq.htm> for additional information.

The Government is encouraging agencies to utilize environmentally-friendly oriented products and services (Buy Green). To learn more about the Government's Buy Green/Comprehensive Procurement Guideline, log onto <http://www.epa.gov/cpg>.

6. Familiarize yourself with the Government's contracting procedures.

Be familiar with Federal Acquisition Regulations (FAR) (<http://www.acqnet.gov/far>) and the Defense Federal Acquisition Regulation Supplement (DFARS) <http://www.acq.osd.mil/dpap/>. You can also get access to other Federal agency FAR supplements from their respective web pages.

7. Investigate Federal Supply Schedule (FSS) contracts.

The General Services Administration (GSA) manages Multiple Award Schedules (MAS) contracts, also known as Federal Supply Schedule (FSS) contracts. Under MAS/FSS, contracts are awarded to multiple companies supplying comparable products and services at pre-negotiated prices, terms and conditions. Once GSA awards the contracts, Federal

contracting officers and other authorized users order directly from the Schedule contractor. Many Federal purchases are, in fact, orders on MAS/FSS contracts. Contact the General Services Administration (GSA) for information on how to obtain a MAS/FSS contract: <http://www.fss.gsa.gov/> (Be sure that your marketing information and CCR profile contains information on any MAS/FSS contracts held by your firm).

8. Seek additional assistance as needed in the Federal marketplace.

There are a number of important resources that are available to provide you with “hands-on” assistance in the Federal marketplace:

-Local SBA District Offices SBA has a nationwide network of District Offices that are charged with assisting small businesses in doing business with the government. To identify the District Office nearest you <http://www.sba.gov/>

-Small Business Development Centers SBDCs offer training and counseling services to small businesses and would-be entrepreneurs. They offer free one-on-one consulting, and training programs on a variety of issues, including marketing, regulatory compliance and international trade.
(http://www.sba.gov/aboutsba/sbaprograms/sbdc/sbdclocator/SBDC_LOCATOR.html)

-SCORE SCORE "Counselors to America's Small Business" is America's premier source of free and confidential small business advice for entrepreneurs. Many local SCORE offices can assist with Federal procurement opportunities. <http://www.score.org/>

-Womens Business Centers WBCs are an excellent source of free and confidential small business advice for entrepreneurs. Many local WBCs can assist with Federal procurement opportunities. To find a WBC, go to <http://www.sba.gov/aboutsba/sbaprograms/onlinewbc/index.html>

-The SBA's Women's On-Line Business Center at <http://www.onlinewbc.gov/> and the *Gateway for Women-owned Businesses Selling to the Federal Government* at <http://www.womenbiz.gov/> are excellent resources for women-owned firms seeking to do business with the Government.

-Procurement Technical Assistance Centers (www.dla.mil/db/procurem.htm) are located in most States. Procurement Technical Assistance Centers, while funded by the Department of Defense, provide technical contracting and marketing assistance to small businesses wishing to do business with any federal agencies. They provide training and counseling on marketing, financial, and contracting issues at minimal or no cost.

-Commercial Marketing Representatives (CMRs) SBA has a nationwide cadre of procurement professionals who are charged with assisting small businesses and acting as their advocates at both the prime and subcontracting levels. CMRs work with those small firms interested in identifying subcontracting opportunities with large businesses that have been awarded a Federal contract. To identify the CMR located nearest to you go to <http://www.sba.gov/gc/indexcontacts.html>.

-Small Business Specialists are located at each Federal buying office and can provide assistance on how to market to that Agency. An addendum to this document contains a listing of Small Business Specialists (sometimes referred to as SADBUS) in your state. A complete listing of Small Business Specialists can be obtained from each Agency's website. For example, links to the homepages of every DOD activity can be found on the **DefenseLink website**: <http://www.defenselink.mil/>. This information can be invaluable in researching the Federal marketplace and identifying your target market. Links to **Agency Procurement Forecasts** (<http://www.sba.gov/GC/forecast.html>) and other program information are available on their individual websites.

-Directors of Federal Agency Office of Small and Disadvantaged Business Utilization (OSDBU)/Directors of the Office of Small Business Programs (OSBP) for Defense agencies, are in place at the headquarters level of each Federal agency and department. They are responsible for ensuring that small businesses are afforded an equitable opportunity to compete for their agency's/department's prime contracting opportunities. The OSDBU Directors have formed an Interagency Council which meets regularly to, among other functions, identify procurement practices that will enhance small business participation for the Government's procurement opportunities. A listing of each of the OSDBU directors can be found at: <http://www.osdbu.gov/>.

9. Explore subcontracting opportunities.

Regardless of your product or service it is important that you do not neglect our very large secondary market, Subcontracting Opportunities with Federal Prime Contractors. Be sure to check out our website at <http://www.sba.gov/GC/indexcontacts-sbsd.html>. The SBA/GC Subcontracting Opportunities Directory lists, by State, large business Federal prime contractors along with the name and telephone number of each firm's Small Business Liaison Officer (SBLO). We encourage you to investigate potential opportunities with these firms. Many of these firms also have websites that may be useful and we encourage you to contact their respective SBLO for subcontracting and teaming opportunities. The SBA's SUB-Net (<http://web.sba.gov/subnet>) is a valuable source for obtaining information on subcontracting opportunities.

10. Investigate other Federal programs.

There are several other programs that may be of interest to you, such as individual Agency Mentor-Protégé Programs, the SBA's Small Business Innovation Research Program <http://www.sba.gov/sbir/indexsbir-sttr.html>, etc. Information on these and other programs is available on Agency websites <http://www.sba.gov/gc/indexresources.html>, and "click on" miscellaneous links to other Federal Government Acquisition sites.

11. Accept credit cards.

More than 250,000 Federal employees are using the GSA Smartpay cards. As a vendor you can maximize your ability to capture government sales by accepting credit cards (Visa, MasterCard and Voyager). If you already accept these cards, you have no additional work to do. If you do not accept these cards contact a bank to establish a merchant account. For more information, visit GSA's website at <http://www.gsa-smartpay.com/>.

12. Market, Market, Market!

The 3 most important words to remember in order to be successful in the Federal Procurement Arena is market, market, market. Hopefully, this guide will have given you some good ideas on how to market your firm. After you have identified your customers, researched their requirements, and familiarized yourself with the Government's procurement regulations and strategies, it is time to market your product or service. Present your capabilities directly to those buying offices that purchase your products or services. Realize that, like you, their time is valuable and if the match is a good one and you can provide them with a cost-effective, quality solution to their requirements the contract could be yours. Good luck and remember – you're not alone.

SBA Small Disadvantaged Business Certification (SDB) Questions and Answers

Q. Why did the SBA suspend the receipt of applications for the SDB program?

A. Since FY 1999, SBA, on behalf of federal procuring agencies, certified Small Disadvantaged Businesses (SDBs), which were then entitled to receive price evaluation adjustments of up to 10 percent for federal procurement. The SDB certification process is meant to ensure that only eligible firms received the SDB benefit (price evaluation adjustment).

On December 9, 2004, statutory authority to use the SDB price evaluation adjustment ended for the majority of federal procuring agencies. Authority to use the adjustments was still permitted to three agencies, the Department of Defense, NASA, and the Coast Guard, which used it under separate authority running through 2009.

Over the last six years, DOD, the largest procuring federal agency which represents approximately 68 percent of federal procurement, met its SDB procurement goal without the use of the price evaluation adjustment tool.

Without the SDB price evaluation adjustment for prime contracts, there is no direct benefit to the SDB firm, and the SDB designation is only used for statistical purposes to determine government-wide SDB goal achievement.

Federal procuring agencies have expressed concerns of having firms go through the time and expense of the SDB certification process when there is little-to-no benefit. In addition, the agencies have met the government-wide SDB procurement goal through the use of the 8(a) program and award of contracts to SDBs through small business set-asides and full and open competition contracts.

From Fiscal Year 1999 to Fiscal Year 2007, contract dollars going to SDBs increased from \$6.2 billion to more than \$25 billion. The percent of federal procurement dollars going to SDBs doubled during the same period from 3.3 percent to approximately 6.6 percent. These accomplishments were achieved with limited-to-no use of the price evaluation adjustments. Procuring agencies have been notified that effective October 1, 2008, the SBA will no longer charge them for SDB certification and small businesses will be allowed to self-certify.

Q. How will this affect small businesses certified in the SDB program?

A. The SDB certification process is time consuming and costly for small businesses and offers little-to-no benefit. Since the federal government has exceeded the statutory five percent SDB goal with limited-to-no use of the SDB price evaluation adjustment, which was put in place to benefit SDB firms, it is unreasonable for the federal government to require these firms to incur the unnecessary expense of filing detailed applications for SDB certification when the price evaluation adjustment is no longer used. In some cases, small businesses were paying third parties thousands of dollars to prepare their SDB application.

Q. How will the suspension of the SDB program affect the 8(a) program?

A. The suspension of the SDB applications will have no effect on SBA's 8(a) Business Development program. In fact, small businesses that participate in the 8(a) program are also small disadvantaged businesses.

Q. Will small businesses be able to keep their small disadvantaged status and how will they be certified?

A. Yes. Small businesses will continue to self certify as a small disadvantaged business.

Q. Will there continue to be an SDB federal contracting goal?

A. Yes, there will continue to be an SDB federal contracting goal. The federal government has either met or exceeded the five percent goal for the past seven years.

Q. What is the SBA doing to alert the public and the small business community of the changes?

A. The SBA published a notice in the Federal Register on September 23, 2008 to alert the small business community of the suspension of applications for the Small Disadvantaged Business Program. An Interim Final Rule will be published soon that will revise the 13 CFR 124 to reflect the authority to allow small businesses to self certify their SDB status, if they meet the criteria established by the SBA.

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SBA Offers \$10 Million Surety Bond Guarantee Aids Recovery in Construction and Service Sectors

WASHINGTON – Building on Recovery Act provisions implemented earlier this year, the U.S. Small Business Administration announced today it can now provide surety bond guarantees on federal contracts valued at up to \$10 million, if the contracting officer certifies that the guarantee is in the best interests of the government. An Interim Final Rule is available for public inspection at *The Federal Register*.

Currently, under a related provision of the Recovery Act that was implemented in March, SBA can provide bond guarantees up to \$5 million through September 2010 on all public and private contracts and subcontracts. SBA partners with the surety industry to help small businesses that would otherwise be unable to obtain bonding in the traditional commercial marketplace. Under the partnership, SBA provides a guarantee to the participating surety company of between 70 and 90 percent of the bond amount.

“Raising the surety bond limit is a critical step in making sure small businesses in the construction and service sector have access to federal contracting opportunities that will help drive economic recovery,” SBA Administrator Karen Mills said. “These changes support small and emerging businesses nationwide, particularly construction contractors who have seen their markets hurt by a poor economy and lagging construction.”

Additional program enhancements published in the rule include:

- a new small business size standard for this program;
- authorization for SBA to exercise discretion in deciding bond liability issues; and,
- a definition of “Order” issued under an Indefinite Delivery Contract.

The new size standard (which will be in effect until Sept. 30, 2010) temporarily replaces the current size standard for the surety bond guarantee program. It states that a business is small if the business, combined with its affiliates, does not exceed the size standard designated for the primary industry of the business combined with its affiliates. The North American Industry Classification System (NAICS) Codes contained in 13 CFR Part 121 establishes size standards for all industries

http://www.sba.gov/contractingopportunities/owners/basics/GC_SMALL_BUSINESS.html.

Through its Bond Guarantee program, SBA will also help by guaranteeing bid, payment and performance bonds to protect the project owner against financial loss if a contractor defaults or fails to perform.

Finally, the rule adds a definition for an “Order” issued under an Indefinite Delivery Contract to clarify that SBA bond guarantees apply to individual orders, as well as contracts.

SBA assistance in locating a participating surety company or agent, and completing application forms, is available online. For more information on SBA’s Surety Bond Guarantee Program, including Surety Office contacts, go online to <http://www.sba.gov/osg/>, or call 1-800-U ASK SBA.

Internet Resources for Government Contractors

Acronyms and Abbreviations	http://acronyms.thefreedictionary.com
Air Force Research Lab (AFRL) - Rome, NY	http://www.rl.af.mil
<i>Air Force business opportunities. FAR, DFAR, AFFAR. Jump station to other procurement resources.</i>	
American Recovery and Reinvestment Act (ARRA)	http://www.recovery.gov
<i>The Federal Stimulus Program information website</i>	
Army and Air Force Exchange Service (AAFES)	http://www.aafes.com
Doing Business With AAFES	http://www.aafes.com/pa/selling/default.asp
Business Partner Network (BPN)	http://www.bpn.gov
<i>Single source for vendor data for the Federal government. Search mechanism that offers views into key data bases across Federal agencies.</i>	
Online Representations & Certifications Application (ORCA)	https://orca.bpn.gov
Business.gov	http://www.business.gov
<i>5,400 business / citizen forms, federal forms search including tax forms</i>	
BusinessLaw.gov	http://www.BusinessLaw.gov
<i>Legal & regulatory information for America's small businesses</i>	
Central Contractor Register (CCR)	http://www.ccr.gov
<i>Trading partner registration site, required by FAR. CAGE (Commercial and Government Entity) Code and DUNS (Data Universal Numbering System)</i>	
Data Interchange Standards Association (DISA)	http://www.disa.org
<i>EDI/EC standards</i>	
Defense Acquisition University	http://www.dau.mil
Defense Logistics Agency	http://www.dla.mil
<i>How to do business with the DLA</i>	
Procurement Technical Assistance Centers (PTAC)	http://www.dla.mil/db/procurem.htm
<i>Government sponsored procurement assistance for small businesses, focused on defense contracts.</i>	
Defense Logistics Information Service	http://www.dlis.dla.mil/toc.asp
<i>Military contract database research</i>	
WebFLIS (Federal Logistics Information System)	http://www.dlis.dla.mil/WebFlis/pub/pub_search.aspx
<i>NIIN and NSN searches by number</i>	
DLA Internet Bid Board System (DIBBS)	https://www.dibbs.bsm.dla.mil
<i>Search for, view, and submit secure quotes on RFQ's, RFP's, IFB's, Awards and more for DLA supply items.</i>	
Defense Technical Information Center (DTIC) Defense Link	http://www.dtic.mil/dtic/index.html
<i>Doing business with the Department of Defense</i>	
Department of Agriculture	http://www.da.usda.gov/smallbus/subcontracting.htm
Department of Commerce - Small & Disadvantaged Business Utilization	http://www.osec.doc.gov/osdbu
<i>Major federal executive procurement agencies</i>	
Legal research/government contracts	http://www.ogc.doc.gov

Department of Defense <http://www.defenselink.mil>
All web sites <http://www.defenselink.mil/sites>
Office of Small Business Programs <http://www.acq.osd.mil/osbp>
Business Transformation Agency <http://www.bta.mil/index.html>
Office of the Under Secretary of Defense <http://www.acq.osd.mil>
Defense acquisition, technology, logistics, training in acquisition and electronic commerce.
Defense Procurement & Acquisition Policy (DPAP) <http://www.acq.osd.mil/dpap>
DFAR / FAR

Department of Energy <http://www.pr.doe.gov>
e-Center for DoE business opportunities

Department of Homeland Security www.dhs.gov
DHS Acquisition Information <http://www.dhs.gov/xopnbiz>

Department of the Interior - Small Disadvantaged Business Utilization .. <http://www.doi.gov/osdbu/index.html>

Department of Transportation OSDBU <http://osdbuweb.dot.gov/Procurement/ProcurementAssistance.cfm>

Department of Veterans Affairs <http://www.vetbiz.gov>

D-U-N-S Number - Dunn & Bradstreet <http://www.dnb.com>
Credit rating firm that sponsors the "Data Universal Numbering System". The number is also required to register with the Central Contractor Register (CCR). Apply on-line

Federal Acquisition Regulation (FAR) <http://www.arnet.gov/far>

E-Gov <http://www.whitehouse.gov/omb/e-gov>

Electronic Subcontracting Reporting System (e-SRS) <http://esrs.gov>
Government prime contractors and subcontractors submit subcontracting reports, Individual Subcontracting Reports (ISR) and Summary Subcontracting Reports (SSR) via the eSRS website.

Environmental Protection Agency Office of Acquisition Management <http://www.epa.gov/oam>
EPA Acquisition Policy Information <http://www.epa.gov/oam/ptod/index.htm>

Federal Acquisition (FAR) <http://www.arnet.gov/far>
Agency Forecasts of Procurement Contracts http://acquisition.gov/comp/procurement_forecasts/index.html

Federal Aviation Administration..... http://www.faa.gov/other_visit/consultants_contractors

Federal Business Opportunities ("FedBizOpps") <http://www.fbo.gov>
Search bid listings of federal government contracts (formerly Commerce Business Daily)

Federal OSDBU Directors Interagency Council <http://www.osdbu.gov>
Hyperlinks to the home pages of 23 major agencies

Federal Procurement Data System <https://www.fpds.gov>

FedWorld Information Network <http://www.fedworld.gov>
Sponsored by the National Technical Information Service (NTIS) to provide a one-stop location for public access to US Government information. A Comprehensive Indexing of Government Resources on the Internet

General Services Administration..... <http://www.gsa.gov>

Logistics Management Institute	http://www.lmi.org
<i>A private nonprofit organization to provide senior National Security and other Government officials with advice across a spectrum of acquisition and logistics issues free of any commercial interest.</i>	
NASA Web Site	http://www.nasa.gov
Office of Small Business Programs	http://osbp.nasa.gov
National Defense Industrial Association	http://www.ndia.org
<i>Small Business Resource Center</i>	
National Institutes of Health (NIH)	http://epic.od.nih.gov/index.asp
NAICS Search Site	http://epic.od.nih.gov/naics/index.asp
National Women's Business Council	http://www.nwbc.gov
North American Industry Classification System (NAICS)	http://www.census.gov/epcd/www/naics.html
<i>US Census Bureau business classification code searches and manual</i>	
Small Business Administration (SBA)	http://www.sba.gov
<i>Hubzones, 8(a) Program, Minority / Women issues and many other resources</i>	
8(a) Program	http://www.sba.gov/aboutsba/sbaprograms/8abd/index.html
Additional Resources	http://www.sba.gov/aboutsba/sbaprograms/gc/resources/index.html
Contracting Opportunities	http://www.sba.gov/services/contractingopportunities/index.html
HUBZone	https://eweb1sp.sba.gov/hubzone/internet/index.cfm
Small Business Contracting Opportunities	http://www.sba.gov/contractingopportunities/owners/index.html
Small Bus Size Stds	http://www.sba.gov/contractingopportunities/officials/size/index.html
Small Bus Size (pdf)	http://www.sba.gov/idc/groups/public/documents/sba_homepage/serv_sstd_tablepdf.pdf
Subcontracting	http://www.sba.gov/aboutsba/sbaprograms/gc/contacts/gc_subcontracts_opportunities.html
Sub-Net Subcontracting Search	http://web.sba.gov/subnet/search/index.cfm
Surety Bond Program	http://www.sba.gov/aboutsba/sbaprograms/osg/index.html
Women's Business Center	http://www.sba.gov/aboutsba/sbaprograms/onlinewbc/index.html
Virginia Small Business Development Center Network	http://www.viriniabdc.org
<i>SBDC national research network site for Federal procurement resources</i>	
Stat-USA	http://www.stat-usa.gov
<i>Integrates different federal data sources into one site</i>	
US AID (Agency for International Development)	http://www.usaid.gov/business/small_business
US Air Force Small Business Office	http://www.selltoairforce.org
US Air Force	http://ww3.safaq.hq.af.mil
<i>Major Commands Business Opportunities</i>	
US Army Office of Small Business Programs	http://www.sellingtoarmy.info
Army Communication & Electronics Command (CECOM)	http://www.sadbu.cecom.army.mil/sadbu
US Government Printing Office	http://contractorconnect.gpo.gov
US Navy Office of Small Business Programs	http://www.donhq.navy.mil/OSBP
US Postal Service Purchasing	http://www.usps.com/purchasing

US Treasury Office of Procurement <http://www.ustreas.gov/offices/management/dcfo/procurement>

USA.gov <http://www.usa.gov>
The official government gateway

USASpending.gov <http://www.usaspending.gov>
Government spending including government contracts

Veterans Administration Office of Small & Disadvantaged Business Utilization <http://www.va.gov/osdbu>

Women-21.gov <http://www.women-21.gov>
Official site for Federal government resources for women

WomenBiz.gov <http://www.womenbiz.gov>
Gateway for women-owned businesses selling to the federal government

**GAO Cost Estimating and Assessment Guide:
Best Practices for Developing and Managing Capital Program
Costs**

<http://www.gao.gov/new.items/d093sp.pdf>

NOTES



IT'S A JOURNEY, NOT A DESTINATION